

Examining the Causal Connections Between Multisensory Marketing, Brand Experience, Consumer Perceived Value, and Brand Strength is Part of the Power of Experiential Marketing

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Info Article

History Article:

Submitted

Revised

Accepted

Keywords:

Experiential Marketing;

Multisensory Marketing;

Brand Experience;

Customer Perceived Value.

Abstract

One of the main issues facing brand managers today is giving consumers memorable and unique experiences to establish a solid rapport between the company and its customers. As a result, strategies for experiential marketing that engage all senses have grown in popularity. Nevertheless, the creation of multimodal brand experiences that provide customers a high perceived value and produce strong, long-lasting brand strength is not well understood. We carried out an empirical study in the distinctive service industry of luxury hotels, which offers a good example for learning about an approach that appeals to all senses, in order to better understand the causal relationships between multisensory marketing, brand experience, customer perceived value, and brand strength. Our study's findings provide credence to the idea that creating brand experiences through multimodal marketing is crucial. Both significantly influence brand strength and are crucial factors in determining how much a client thinks a brand is worth. Furthermore, by revealing the causal structure, brand strength may be developed by understanding which aspects of customer perceived value—financial, functional, social, and personal—are most impacted by brand experience and multimodal marketing. Consequently, the findings provide fascinating guidance for developing successful experience marketing.

Hubungan Kausal Antara Pemasaran Multisensorik, Pengalaman Merek, Nilai yang Dipersepsikan Konsumen, dan Kekuatan Merek adalah Bagian dari Kekuatan Pemasaran Eksperiensial

Abstrak

Salah satu masalah utama yang dihadapi para manajer merek saat ini adalah memberikan pengalaman yang berkesan dan berbeda kepada konsumen untuk membangun hubungan antara pelanggan dan merek yang kuat. Sebagai hasilnya, strategi pemasaran pengalaman yang melibatkan semua indera semakin populer. Namun demikian, hanya sedikit yang dipahami tentang bagaimana menciptakan pengalaman merek multimodal yang memberikan nilai yang tinggi bagi konsumen dan menghasilkan kekuatan merek yang kuat dan berkelanjutan. Kami melakukan studi empiris di sektor layanan unik hotel mewah, yang menawarkan contoh yang baik untuk mempelajari pendekatan yang menarik bagi semua indera, untuk mendapatkan pemahaman yang lebih baik tentang hubungan sebab akibat antara pemasaran multisensorik, pengalaman merek, nilai yang dirasakan konsumen, dan kekuatan merek. Temuan penelitian kami memberikan kepercayaan pada gagasan bahwa menciptakan pengalaman merek melalui pemasaran multimodal sangatlah penting. Keduanya berdampak besar pada kekuatan merek dan merupakan faktor penentu penting dari nilai yang dirasakan pelanggan. Selain itu, struktur kausal yang telah ditemukan memberikan informasi yang relevan tentang aspek mana dari nilai yang dirasakan pelanggan-finansial, fungsional, sosial, dan individu-yang paling terpengaruh oleh pemasaran multisensorik dan pengalaman merek, sehingga membangun kekuatan merek. Hasilnya, hasil penelitian ini memberikan petunjuk yang menarik untuk menciptakan pemasaran berdasarkan pengalaman yang efektif.

JEL Classification: *Research Paper*

INTRODUCTION

In addition to the consistent rise of branded products and services, consumers have more choices and are more adaptable in their decision-making than ever before, the expansion of information sources, and the expansion of distribution networks. If brand managers wish to be successful in the marketplace, they must surely understand what affects ways to gain the loyalty of customers and make them feel valued (Schmitt 1999a; Pine and Gilmore 1999; Prahalad and Ramaswamy 2004). In order to build a strong price/quality image to appeal to the consumer, brand management has historically concentrated on functional and physical characteristics. But today's consumers are looking for businesses that might provide them something special and memorable (Gentile et al. 2007; Shaw and Ivens 2005; Walter et al. 2010; Zarantonello and Schmitt 2010). In order to provide value for the client, marketing managers today recognise that offering exceptional experiences is more important than merely selling goods and services. As a result, marketing academics and professionals have given the idea of brand experience more consideration (Brakus et al. 2009; Tsai 2005). Specifically, multimodal, goal-oriented experience marketing strategies have been used (Lindstrom 2005).

Because of the numerous contact problems along different touchpoints, it is imperative to implement memorable brand experiences, especially in the service industry (Brakus et al. 2009; Hui and Bateson 1991). To better appeal to

the client, sight, hearing, touch, smell, and taste are the five senses—must respond at the same time in this scenario (Schmitt 2009). A rational and thorough multimodal approach can heighten emotions and link them to a whole experience. As a result, decisions and actual consumer behaviour may be improved, as well as the customer's perceived value (Turley and Milliman 2000; Zeithaml 1988; Sheth et al. 1991; Bolton and Drew 1991; Wiedmann et al. 2013).

Given the present climate, luxury travel is valued for its high quality and symbolic significance to the customer at every touchpoint, the tourism industry typically exemplifies how customer experiences may be incorporated into service businesses (e.g., Bakker 2005; Page 2011). A good example of a service area where brands are crucial to business success is the luxury hotel segment, which generates the most turnover and contribution in the luxury travel and tourist sector (WTTC 2015; Liang 2008). (Brodie et al. 2006; Berry 2000). Luxury hotels have a great opportunity to elicit emotional responses through comprehensive and unforgettable experiences by providing a range of services (e.g., first-rate accommodations, culinary highlights, and unique wellness treatments) (Nasution and Mavondo 2008; Wu and Liang 2009; Scott and Mowen 2007). In particular, the best possible customer service is offered, consistently stimulating each of the five senses of each unique hotel visitor while they are there (e.g., by using suitable colours, fragrances, and materials) (Park et al. 2010).

Scholars and practitioners have little understanding of the connection between brand experience, multimodal marketing, and customer perceived value, even though a sizable number of articles have demonstrated these relationships (e.g., Knutson and Beck 2004; Nasution and Mavondo 2008; Walter et al. 2010; Hult'n 2011; Gentile et al. 2007; Prahalad and Ramaswamy 2004). Furthermore, nothing is known about the causal consequences on outcomes associated to brands. Therefore, this paper's goal is to examine how multisensory marketing and brand experience affect customers' perceptions of value both directly and indirectly, as well as how these factors contribute to brand strength. To learn more about the relationships between the previously listed structures, we decided to start with the background of our study object, which is luxury hotels. Since the expectations of less or more seasoned customers may differ, the study also looks at notable variations in how the indicated characteristics are perceived across age and net income categories. The findings might offer brand managers in the service sector, especially in the upscale hotel sector, with useful information, about how to manage and enhance customer-brand relationships and perceived value through the proper implementation of brand experience and the careful placement of sensory stimuli. Important information on how to better appeal to and draw in particular clients may also be acquired.

CONCEPTUAL FRAMEWORK

The researcher can develop hypotheses and choose the course of data analysis with the aid of this framework. To put it another way, the theoretical underpinnings provide guidance for the study, aid in determining the research topic, and guide the gathering and interpretation of data. Furthermore, the conceptual framework explains how many elements may impact the study findings and offers insight into the potential outcomes that may be achieved.

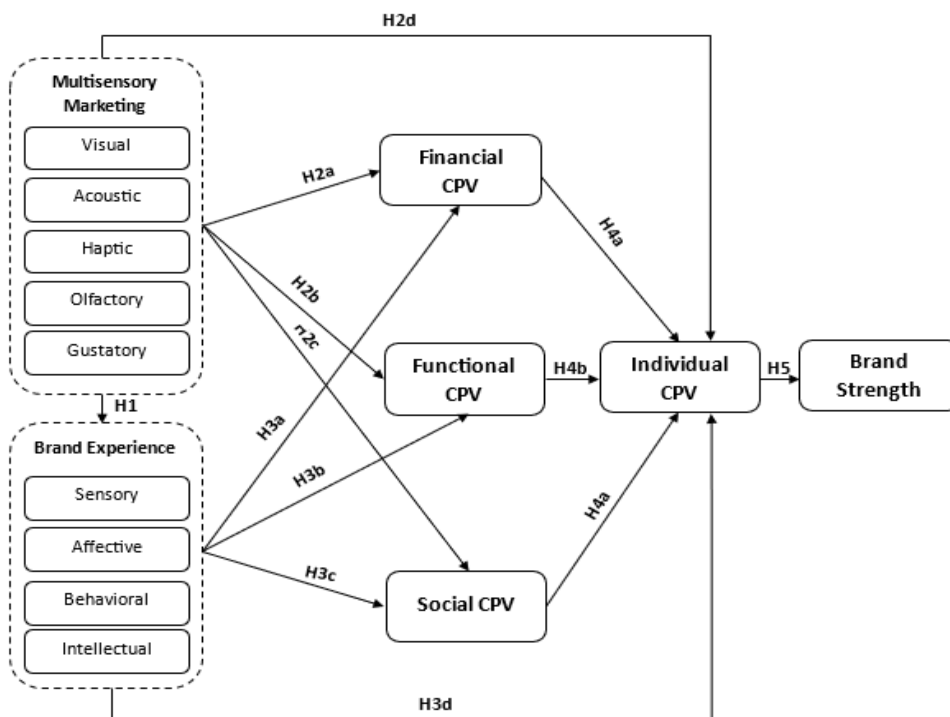
An Overview of the Developed Conceptual Framework

In order we created a conceptual framework that operationally integrates the various aspects and emphasises the hypotheses on potential causal relationships between them based on the body of current theoretical knowledge in order to assess the correlations previously described. In Figure 1, The basic structure is displayed. We start by giving a quick overview of this framework and the selected variables. The concepts of multimodal marketing, brand experience, customer perceived value, and brand strength are discussed in the sections that follow are further discussed and arranged in theoretically plausible connections. This is done in light of the body of existing literature as well as luxury hotels are the subject of our investigation.

Experiential marketing aims to immerse customers in the product and/or service to increase their emotions and sensory stimulation, whereas traditional marketing efforts mostly focus on, for

instance, emphasising the advantages of the product (Maghnati et al. 2012). Schmidt (1999b), Gilmore and Pine (2002), Close et al. (2006), and others have said that experiential marketing encompasses a variety of marketing tactics, from individual, small-scale initiatives to large-scale guerilla marketing, product demonstrations, special events, and sponsorships. However, it is crucial to concentrate on certain activities and create a multisensory experience, which is mostly induced by marketing activities within the framework of a brand management plan, in order to combine a complete and unique experience. Lindstrom, 2005. Additionally, each of the five senses and especially their harmonious interaction, has the capacity to evoke strong emotions, establishing an emotional and long-

lasting connection between the brand and its clients (Hultén 2011). Initially, we use the multimodal impressions that the entire brand management evokes to convey the idea of a thorough, integrated approach to experience marketing. Second, a crucial indicator of whether and how much brand management efforts contribute to the goal of experiential marketing is the perceived brand experience. The significance of providing a sensory brand experience is discussed later in this article as a way to increase customer perceived value (CPV), which can result in long-term brand strength. Examining whether CPV elements are affected by perceived brand experience and multimodal marketing, as well as which are often overlooked in relation to perceived brand experience, is particularly interesting in this context.



PICTURE 1. Conceptual Model

Customer Perception of Value, Brand Experience, and Multisensory Marketing

Multisensory marketing is the foundation of our conceptual approach and, as such, the primary motivator. "Marketing that engages the consumers' senses and affects their perception, judgement, and behaviour" is the definition of multisensory marketing (Krishna 2012, p. 333). Appealing to the five human senses—sight, hearing, touch, smell, and taste—may be quite beneficial for brand management. This is due to the fact that it offers an opportunity to create a favourable atmosphere and evoke pleasant emotions that can be transmitted to the brand, creating a lasting impression on the consumer (Hultén 2011).

As an example of a specific application, the luxury hotel sector offers several opportunities to employ multimodal marketing to ensure that guests have a positive stay (Lindstrom 2005; Kim and Perdue 2013). More precisely, it is possible to establish a variety of five-sense stimuli. Luxurious interior decor, stunning panoramic vistas, and lighting effects at the outdoor venue, for instance, may all provide remarkable optical sensations for the visual sense. The hotel might play soothing music to appeal to the acoustic sense in the spa or background music suitable for the lobby and pool area. When it comes the rooms can be decorated with opulent materials that offer a great sense of relaxation and well-being thanks to haptics. Furthermore, premium hotels are increasingly adopting signature

scents they are dispersed over rooms or public areas to provide a special and unforgettable ambiance. Lastly, regionally inspired cuisine in distinctive venues may be provided to create remarkable taste experiences (Wiedmann et al. 2016). In the consumer's imagination, the disparate feelings are subsequently combined to provide a whole brand experience (Hultén 2011; Lindstrom 2005). According to Soars (2009), the more senses that are consistently served, the better the experience. Lwin et al. (2010) describe this phenomena as a hyper additive effect. Furthermore, the successful realisation of brand experiences depends on the applied sensory stimuli's intensity as well as volume. Brand management must carefully balance all of the sensory inputs and prevent sensory overload in order to deliver the greatest and most memorable experience in this scenario (Krishna 2012). Consequently, it is suggested that brand experience and multimodal marketing are positively correlated:

H1: Brand experience is positively impacted by multisensory marketing.

Additionally, multisensory marketing may be used by brand management to reinforce a certain identity and convey particular brand attributes. Multisensory appeal is crucial for the consumer's impression of value, particularly in the realm of luxury brands (Hultén 2011; Kapferer and Bastien 2009a). Luxury hotels may use a variety of sensory stimuli to highlight the advantages for guests and project an upscale image of the hotel brand. To

communicate a high monetary value in. For instance, a golden colour palette (visual) or high-end materials (haptic) might be employed in relation to the CPV's financial component. Haptic characteristics, such as a comfortable pool temperature or a soft cushion, are crucial for functionality. Other feelings, such as a well-organised facility structure (visual) or the clean, fresh scent of a recently cleaned place (olfactory) can also add to a feeling of quality and utility. Luxury hotels can be seen as status symbols in terms of social worth and distinction through upscale visual design or gourmet cuisine prepared by renowned chefs, which guests can rave about back home to win over their peers. A few examples of particular elements that could enhance the contentment of a hotel visitor and, consequently, the extent to which the upscale hotel is advantageous to them include the calming sounds (acoustic), the delicious cuisine (gustatory), as well as the haptic warmth of the spa environment (Wiedmann et al. 2016). Therefore, it is suggested that there is a positive correlation between multisensory marketing and the four CPV aspects:

H2a: Financial customers' perceptions of value are positively impacted by multisensory marketing.

H2b: Functional customer perceived value is positively impacted by multisensory marketing.

H2c: Multisensory marketing improves the perceived value of social customers.

H2d: The perceived value of each individual consumer is positively impacted by multisensory marketing.

Customer Perception of Value and Brand Experience

"Subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments" The following is how Brakus et al. (2009) define brand experience (p. 53). Customers have experiences whenever they engage with the brand and its products (Cliffe and Motion 2005; Brakus et al. 2009). Specifically, managers in the market for high-end hotels have adopted the tendency that "innovative experience design will become an increasingly important component of luxury marketing" (Williams and Atwall 2009, p. 345) because interactions in the service sector can have a great deal of symbolic and emotional significance (Mathwick et al. 2001). In specifics, the luxury hotel sector uses components like food, entertainment, travel, or wellness activities to give its visitors unique and genuine experiences. Because experiences are so unique and memorable, they differ in strength, intensity, durability, and valence (Pine and Gilmore, 1999).

Additionally, the construct is thought to be thorough, complex, and very subjective, considering the customer on several levels (Gentile et al., 2007; Pine and Gilmore, 1999; Schmitt, 1999a; Iglesias et al., 2011). Thus, we

differentiate between the emotional, behavioural, cognitive, and sensory components in accordance with Brakus et al. (2009), of brand experience. Consumers' feelings or emotions, such as pleasure or delight, that are collaboratively created by the supplier and the client are referred to as the emotional component. Personal connections with the brand that assist the client in revealing certain behaviours or lifestyles (such as activity programs) are reflected in the behavioural component. Mental processes like expanding one's knowledge or promoting introspection are examples of cognitive experiences. Finally, the sensory component (such as the mouthwatering food or the wide-open views) can stimulate happiness and excitement (Aaker 1997; Gentile et al. 2007).

Luxury hotel experiences are thought to stick in consumers' thoughts for a considerable amount of time and influence their internal and subjective reactions, which ultimately lead to behavioural and attitudinal effects (Mittal and Kamakura 2001; Nysveen et al. 2013; Brakus et al. 2009; Holbrook 1999). Accordingly, brand experiences may be considered an important part of offering more value to customers as they could satisfy their need for pleasurable outcomes (Holbrook 1999; Knutson and Beck 2004; Prahalad and Ramaswamy 2004; Gentile et al. 2007; Frow and Payne 2007; Edvardsson et al. 2005). It has been demonstrated that luxury travellers are more motivated by a complex value composition that includes financial, functional, individual, and social components than by costs,

despite the fact that the price component has always seemed to be a significant factor, particularly in the luxury travel and tourism industry (Fitzsimmons 2012; Wiedmann et al. 2007). About the wide range of amenities offered by upscale hotels (such as lodging, entertainment, dining options, or performances), experiential marketing and hotel guests' emotional reactions impact several aspects of consumer value perception [Widmann et al. 2016; Petrick 2002].

Although price plays a somewhat secondary role for luxury customers, Customers strive for a high price efficiency in terms of the greatest or exceptional value for money from a financial standpoint, which is directly tied to monetary concerns and prestige pricing (Holbrook 2006). This implies that visitors are prepared to spend more for a stay that is outstanding in every way. Customers are thus searching for "add-on services," which might be produced by experiences that increase the perceived monetary worth in terms of exclusivity, prestige, premium quality, and price-performance ratio, in order to obtain excellent value for their money. The experiences provided may have an impact on how the fundamental advantages—such as higher quality and outstanding performances—are seen on a functional level, which is strongly tied to the expectations indicated above (Sheth et al. 1991; Bitner 1992). Therefore, in order to provide exceptional functional value to the client, the luxury hotel must satisfy (or even beyond) the high standards of quality and expectations of its visitors. For example, with regard to the

lodgings, facilities, staff proficiency, and local tourism environment. As visitors may share their experiences, brand experiences may result in social acceptance for social value, which is defined as prestige orientation and status (Holbrook 2006; Verhoef et al. 2009).

Lastly, the customer's self-identity and hedonistic desires are closely linked to the individual value, which stands for the personal alignment with the opulent hotel, customers' personal appreciation of the luxury hotel brand leads to their impression of its worth (Holbrook 2006). Luxury hotels, in particular, are able to create experiences that take into account elements like personalisation and uniqueness. Accordingly, recreational pursuits or private services like a tour guide might elicit feelings and feelings such as joy, pleasure, or satisfaction (Havlena and Holbrook 1986). Thus, it is proposed that consumers' perceptions of luxury hotels' monetary, practical, social, and individual value are positively correlated with brand experience:

H3a: Financial client perceived value is positively impacted by brand experience.

H3b: Customers' functional perceptions of value are positively impacted by brand experience.

H3c: Social consumer perceived value is positively impacted by brand experience.

H3d: The perceived value of each individual client is positively impacted by brand experience.

Value and Brand Strength as Viewed by Customers

According to Woodruff (1997) and Sweeney and Soutar (2001), a product's CPV is frequently described as a trade-off between its advantages and disadvantages as perceived by both present and future consumers at different phases of the acquisition procedure. Consumers evaluate the "utility of a product based on perceptions of what is received and what is given" (Zeithaml 1988, p. 14) against the backdrop of "an interactive relativistic consumption preference experience" (Holbrook 1994, p. 27). According to Sheth et al. (1991), these values are regarded as consumption values that provide a clear explanation of why consumers choose to buy or not buy particular products.

Interaction between the CPV dimensions

According to studies (Smith and Colgate 2007; Sweeney and Soutar 2001; Widmann et al. 2007, 2009), CPV can be thought of in four ways: financial (i.e., functional (i.e., fundamental product utilities like quality and originality), social (i.e., elements associated to reference groups like social recognition, prestige, and status), individual (i.e., assessment of overall worth), and direct monetary aspects like pricing, discount, and value for money. Empirical data supports the causal relationship between the core elements of

consumer value perception: It has been demonstrated that the product-related elements of financial, functional, and social CPV have a major influence on individual CPV, which, according to Hennigs et al. (2013), is a consumer's general assessment of a good or service. Based on these observations, we propose that financial, functional, and to perform Social factors have a favourable impact on the individual component of CPV, according to an empirical study on the complexity of customer value perception and associated impacts on brand strength:

H4a: The perceived value of each individual client is positively impacted by the perceived value of the financial customer.

H4b: The functional customer perceived value has a positive effect on the individual customer perceived value.

H4c: The social customer perceived value has a positive effect on the individual customer perceived value.

CPV's Impact on Brand Strength

Given the close relationship between customer happiness, trust, and loyalty and the development and maintenance of exceptional value, individual value orientation is a crucial component of brand management success (Bick 2009; Cailleux et al. 2009; Bakanauskas and Jakutis 2010). Brand perception and brand-related behaviour are greatly improved when customers' A thorough experience of imaginative design,

valuable materials, exquisite craftsmanship, and exceptional service translates value perceptions (Hennigs and colleagues, 2013; Kapferer and Bastien, 2009b). Consumers' general interest in a brand's goods and their capacity to differentiate them from those of rivals are the collection of associations and behaviours that make up a brand's strength (Srivastava and Shocker 1991).

Brand strength has cognitive (based on beliefs), affective (based on emotions), and behavioural (based on intentions) components, according to the three-part model of attitudes (Rosenberg et al. 1969; Eagly and Chaiken 1993). Specifically, the behavioural component pertains The affective component emphasises on a customer's emotional attachment to a brand, while the cognitive brand strength takes into account individual assessments, convictions, and expertise in relation to consumer purchase and loyalty intents. In line with the findings of Wiedmann et al. (2011) and Hennigs et al. (2013), we propose that the customer's overall value perception influences their reactions to the brand in order to empirically investigate the relationship between consumer value perception and brand strength:

H5: The individual customer perceived value has a positive effect on brand strength.

METHODOLOGY

The techniques employed in the study to accomplish the stated goals are covered in this chapter. Because of its

applicability to the study topic, the quantitative research technique was selected. It is anticipated that the information gathered using this method will be able to methodically and impartially address the research issues.

Pre-Test

In order to choose items to evaluate multimodal marketing concepts and consumer perceived value in the second, as well as to check the questionnaire for mistakes and misconceptions, before the primary study, we carried out a pre-test (Edward and Seymour, 1998). There is currently no suitable holistic measuring mechanism for the multimodal marketing idea. Several things are not readily selected for CPV (For example, Wuestefeld et al. 2012; Grewal et al. 1998; Sweeney and Soutar 2001; Smith and Colgate 2007). For the remaining aspects, we employed established and validated measurements (for example, brand strength and brand experience). 99 things for multimodal marketing and CPV were given to us after a thorough literature analysis and expert interviews. Indonesian students received a draft questionnaire for item rating as an online questionnaire. A total of 49 people answered the questionnaire. A smaller set of 50 questions was produced after factor analysis and the validity and reliability were confirmed using Cronbach's alpha. The questionnaire for the primary study was revised in light of the pre-test findings.

The Measuring Device

The constructions mentioned above are conceived as either formative or reflecting in relation to the conceptual model that was introduced. Specifically, reflective evaluation is used to determine CPV and brand strength. In contrast, brand experience and multimodal marketing are measured formatively (see Fig. 1). The pre-test questions were used to measure the four CPV criteria and multisensory marketing. We modified the original Brakus et al. (2009) scale to account for the four aspects of brand experience: sensory, emotional, behavioural, and intellectual. As recommended by Hieke (2010), to evaluate we used the reflective assessment scale, which was established in the context of premium brands, to assess brand strength. Lastly, in a luxury hotel context, all relevant formative and reflective items were evaluated on a five-point Likert scale, with 1 denoting severe disagreement and 5 denoting strong agreement.

Data Gathering and Sampling

A quantitative study of Indonesian consumers served as the foundation for the investigation of the suggested research methodology. Thus, an online survey was conducted, and invitation links were used to find participants. Participation in the study was restricted to those who understood the fundamentals of staying at a premium hotel. More specifically, a filter question on the respondents' knowledge of and past encounters with world-renowned luxury hotel brands, such as the Armani Hotel, Costas Christ, Four Seasons, and Ritz Hotel, as well as with luxury hotels in general was used at the start of the

survey. The questions in our model were only asked to respondents who were sufficiently knowledgeable about luxury hotels. It was essential to be familiar with at least one well-known brand of luxury hotel. Everyone else was excluded by the filter question.

565 questionnaires in all were obtained. Table 1 displays the characteristics of the sample. The average age of the participants is 24-45 years, with a range of 17 to 71 years. With 57.0% of the population being women and 43.0% being males, the gender distribution is about equal. Additionally, the minimum educational qualification is a high school diploma (77.2%). The majority of participants are married (68.1%), have an income of low income (29.2%) or high income (23.4%), and are either full-time employees (28.7%) or students (18.8%). Because they may anticipate a

high income in the future, the selected sample, which pays particular attention to educational attainment, represents both current and potential guests of luxury hotels and may, thus, fall into the appropriate long-term or medium-term target group.

The survey consisted of three sections. The first segment included introduction questions concerning the respondents' knowledge of luxury hotel brands in particular as well as their familiarity with luxury hotels generally. Enquiries into the previously indicated factors, included in the second and main section were brand strength, CPV, brand experience, and multimodal marketing. Lastly, questions on the social demographics of the respondents were asked in the third segment.

TABEL 2. The Sample's Demographic Profile

Gender	Male	243	43.0
	Female	322	57.0
Age	17-24	128	22.7
	24-45	255	45.1
	46-71	182	32.2
Academic Qualification	High School or Diploma	436	77.2
	Bachelor or University Degree	129	22.8
	Student	106	18.8
Professional Status	Self-Employed	138	24.4
	Employed	162	28.7
	House Wife	125	22.1
Marital Status	Pensioner	34	6.0
	Single	148	26.2
	Married	385	68.1
Monthly Net Income	Divorced	32	5.7
	Low Income	165	29.2
	Middle Income	268	47.4
Total Sample Size	High Income	132	23.4
		565	100

Analysis of Data

We used SPSS 24.0 to analyse the sample profile descriptively and to look at certain standards for assessing the measurement models (e.g., Cronbach's alpha, Pearson correlation coefficient, and variance inflation factor). Our conceptual model, which integrates formative and reflective indices, is connected to partial least squares structural equation modelling (PLS-SEM). We empirically evaluated our hypotheses. The study uses a two-step process, with the structural model (inner model) being evaluated after the theme assurance models (outer models) have been evaluated (Henseler et al. 2009). This was accomplished by using the analytic program blind folding, the PLS method (path weighting scheme), and bootstrapping (individual sign modifications) were all incorporated in SmartPLS 2.0 (Ringle et al. 2005) are two examples. Furthermore, given that the sample employed in since both present and potential visitors to luxury hotels are included in this study, it could be beneficial to look at how various customer groups differ in their expectations. Older and more seasoned consumers may have more intimate memories and brand experiences from luxury hotels than younger and less wealthy consumers, who are likely less experienced. Using SPSS24.0, a two-way analysis of variance (ANOVA) was performed to examine potential differences between younger (less than 30 years old) and older (more than 30 years old), as well as between poorer and wealthier consumers, following the determination of the direct and indirect

effects of multisensory marketing on the previously mentioned variables.

RESULT AND DISCUSSION

In the discussion section, The findings of this investigation are contrasted with those of earlier research and pertinent ideas. This discussion aims to provide a clearer understanding of the implications of the results. The context of the research will explain any discrepancies or parallels with earlier studies. The researcher's perception of the link between the variables under study and the potential influencing factors will also be explained in the discussion.

Evaluation of The Measurement Models

The indicators and associated components of the formative measurement models, include brand experience and multisensory marketing. According to Hair et al. (2012), all outside weights are significant and above 0.1 when compared to statistical quality standards. As a result, the indicators load on the relevant element as anticipated and offer the suggested variables (Diamantopoulosetal, 2008).

Furthermore, 1.908 and 1.829 are the largest Variance inflation factors (VIF) for brand experience and multimodal marketing respectively meeting the $VIF < 10$ cutoff value. Therefore, it is possible to prevent unstable indicator weights brought on by multicollinearity among indicators (Diamantopoulosetal. 2008). Finally, the results confirm external validity by demonstrating a

strong and positive correlation between each indication and its associated global measure (Diamantopoulos and Winklhofer, 2001).

Lists the elements corresponding to the reflective measuring models. We used Chin's (1998) recommended quality standards to evaluate the reflecting structures, which include brand strength and the four aspects of CPV. The dependability of all indicators is supported by their adequate loadings of factors. Furthermore, the extracted average variance estimated (AVE) satisfies the minimum 50% convergent validity condition, between 60.3% and 77.5%. Internal consistency reliability is demonstrated by Cronbach's alpha and composite reliability, both of which need values higher than 0.7 (Henseler et al., 2009; Hair et al., 2011). The criterion of Fornell Larcker, often known as discriminant validity, eventually yields adequate findings (Fornell and Larcker 1981).

Assessment of The Structural Model

We concentrate on variance-based and non-parametric assessment methods to assess the structural model's quality (Chin 1998; Henseler et al. 2009). The coefficient of determination (R^2), which measures the proportion of variation accounted for by the endogenous latent variables, has good values between 0.321 to 0.607 when assessing the inner model. Furthermore, all endogenous and reflective components have values greater than zero according to Stone–Geisser's Q^2 , indicating that the model as a whole has sufficient predictive capacity (Geisser 1974; Stone 1974).

We used a nonparametric bootstrapping approach (individual sign changes, 565 instances, and 5000 sub samples) to assess the theories. The quality of the inner model is demonstrated by the path coefficients and their significance.

The relationship between multimodal marketing and brand experience is covered in the first hypothesis. The results fully empirically support hypothesis H1, demonstrating a strong and favourable impact on brand experience ($b = 0.587$, $p < 0.001$). According to the second set of assumptions, multimodal marketing improves the four CPV dimensions—individual, social, functional, and pecuniary. Multisensory marketing has a substantial and beneficial effect regarding the three facets of individual CPV ($b = 0.217$, $p < 0.001$), functional ($b = 0.584$, $p < 0.001$), and pecuniary ($b = 0.282$, $p < 0.001$), according to the data. Hypotheses H2a, H2b, and H2d are thus verified. There appears to be no causal relationship between these latent components, as indicated by the minimal route coefficient ($b = 0.065$, $p > 0.1$) indicating the impact on social CPV. Consequently, hypothesis H2c is disproved. The link between brand experience and the four CPV features is the main topic of the last set of hypotheses. Financial ($b = 0.353$, $p < 0.001$), functional ($b = 0.111$, $p < 0.01$), social ($b = 0.545$, $p < 0.001$), and individual CPV ($b = 0.349$, $p < 0.001$) all significantly and favourably influence the results. Thus, there is empirical evidence for hypothesis H3a–H3d. Regarding the causal relationship The

findings confirm that the financial ($b = 0.220, p < 0.001$), functional ($b = 0.099, p < 0.01$), and social ($b = 0.093, p < 0.05$) characteristics of the product and person CPV dimensions are all substantially positively correlated with individual CPV. Hypotheses H4a–H4c are therefore verified. Finally, the final hypothesis assumes that individual CPV influences brand strength. Brand strength is positively and significantly impacted, according to the study ($b = 0.774, p < 0.001$). Thus, there is full empirical evidence for hypothesis H5.

Therefore, the above-introduced conceptual model is confirmed through the assessment of the structural connections and the measuring models. In twelve of the thirteen hypotheses, there is complete empirical evidence for the connections between brand experience, CPV, multisensory marketing, and brand strength, both directly and indirectly.

Examining The Validated Conceptual Model

First, multimodal marketing has been seen as a key strategy for bolstering the brand with relation to upscale hotels and for influencing how consumers see value and brand experience. In particular, the findings provide credence to the fundamental notion that a thorough examination of all senses is always necessary (Lindstrom 2005). The most potent sensory drivers in the current context were gustatory and visual perceptions ($b = 0.370, p < 0.001$; $b = 0.326, p < 0.001$). All sensory drivers were found to be substantially significant. Furthermore, both olfactory

and significant but less significant are auditory perceptions ($b = 0.250, p < 0.001$; $b = 0.205, p < 0.001$). The weakest driver appears perceived by the haptic sense ($b = 0.185, p < 0.01$). This may be explained by the fact that haptic sensations are more frequently perceived subconsciously. It may also be believed that a dominating implicit information processing results in a reduced explicit effect for auditory and olfactory inputs. The study shows the importance of all senses, even if the results align with other research demonstrating the potent impact of visual stimuli (Krishna 2012). Consequently, the results offer compelling evidence for the necessity of a multimodal a marketing strategy that appeals to all five senses.

Additionally, multimodal marketing has a significant beneficial influence impact how the brand experience is viewed. The sensory dimension was found to be the most powerful driver of the formatively assessed brand experience construct ($b = 0.582, p < 0.001$), despite the fact that the composition of different sensory stimuli only makes up 34.5% of the brand experience. In contrast to the behavioural ($b = 0.215, p < 0.001$), intellectual ($b = 0.302, p < 0.001$), and affective ($b = 0.144, p < 0.001$) dimensions drivers, this dimension is evidently twice as strong in forming a brand experience, or at least close to it. However, the integration of several sensory inputs is insufficient for the execution of a thorough experience brand management plan in the upscale hotel sector. The idea that luxury hotels may draw customers with a particular emotional appeal, intellectual zeal, and

alluring behavioural alternatives is supported by a closer examination of the brand experience drivers' numerous advantages. Therefore, luxury hotels and businesses considering multimodal marketing as a potential brand management approach may be interested in the question of whether and to what degree sensory stimuli may be linked to persuasive emotional, cognitive, and action-related rewards.

CPV is positively impacted by multisensory marketing as well. The perceived brand experience may have a direct or indirect effect. Since multimodal marketing has no discernible and direct effect on social CPV, an important moderating aspect is brand experience. Therefore, social CPV—that is, the ability to impress is only seen favourably when brand experience is acknowledged as a particular multisensory mix composition. A clearly recognised brand experience must work with the multimodal design, particularly for customers that value social CPV highly. The other CPV components are significantly impacted by the perceived brand experience as well. The indirect effect of multimodal marketing on the perceived brand experience is clearly greater than the direct effect on the value dimensions in terms of the financial and individual CPV. Multimodal marketing does, however, have a far greater direct effect on functional CPV than an indirect one. In conclusion, there may be some basic guidelines for developing and strategically directing the multisensory marketing strategy based on the correlations between the size of the direct and indirect impacts.

For instance, in order to obtain a strong financial CPV, the design of sensory stimuli must basically represent material value and price worthiness and be consistent with a certain brand experience. A hotel's building, decor, rooms, dining options, and food, for example, should all generally evoke a sense of tangible excellence and value when one visits. However, it is even more important that the sensuous design aligns with what we may call a certain in brand experience. This brand experience-centered design shouldn't, nonetheless, deviate from the fundamental standards for value for money. The findings suggest that further research is necessary to fully comprehend the connections between fundamental and value expectations unique to a brand's experience. For example, when it comes to functioning CPV, brand experience design trials shouldn't be a hindrance to fundamental expectations for a lavish, sensual approach. Since the functional CPV is primarily concerned with meeting fundamental benefit expectations, it is clear that it is seen as being more independent of a particular brand experience than the other dimensions. Social and fundamental sensual expectations are irrelevant. A particular balance between meeting fundamental and In the person's perspective, brand-specific expectations are equally crucial. On the other hand, brand-specific expectations are once more noticeably higher.

In the causal interaction between the CPV dimensions, the financial, functional, and social assessments of luxury hotels have a major influence on

the individual CPV. However, the functional and social CPV have a negligible influence compared to the financial CPV, which has a value of 0.22. Therefore, when a favourable individual value impression is created when the value-for-money expectation is fulfilled. In the particular circumstance of high-end hotels, the so-called hygiene factors—practical attributes as well as the potential for acceptance and social attention—may have a greater impact than the other value aspects.

To develop unique brand power via the mediation of brand experiences and multimodal marketing, particular emphasis needs to be given to a powerful personal CPV acting as a mediator. Specifically, the individual CPV has a significant impact on the brand strength. It may thus be regarded as a substantial driver as it provides a significant explanatory contribution, accounting for more than 60% of the variance.

Accordingly, The data study shows that multimodal marketing and brand experience may be successful factors in generating CPV and may influence customers' attitudes, feelings, and actions. Managing a perceived individual CPV is essential to establishing and preserving brand power. We can account for around 60% of the diversity in individual CPV using our empirical model. Therefore, a multimodal experience approach might be considered an extra-ordinary idea, at least in the market for upscale hotels. The empirical findings, however, highlight the need to distinguish the design of such a multimodal marketing

strategy with respect to how businesses' experience-specific and basic value propositions interact.

Aside consequently, the two-way ANOVA findings indicate that separating customers based on their age and wealth provides additional information when examining how luxury hotels are perceived. Across all seven dependent criteria, people over 30 (solidline) routinely Give premium hotels a higher rating than hotels for those under 30 (dashed line). Luxury hotels appear to be less appreciated by younger consumers than by older ones. The level of life is one of the causes. It is obvious that the degree of what we are accustomed to and what we desire has increased in the modern era. As a result, certain goods and services, like upscale hotels, become more relevant at a particular age. Younger individuals are also more likely to be active and may, for instance, seek their experiences outside—for instance, at pubs or the outdoors—rather than in hotels. Additionally, customers who have a higher monthly net income regularly give luxury hotels a higher rating than those who have a lower monthly net income. Income, of course, also enhances the standard of living. Because luxury hotels provide a high level and satisfy such high needs, affluent incomes may thus value them more. The financial impact is increased by the fact that people usually have a negative attitude towards products they can no longer buy. For example, the two income groups perceive the financial worth somewhat differently because they use different criteria to define what is and is not expensive.

Finally, it is possible to rule out Because the two lines are practically parallel to one another, there are interaction effects between age and income. The social CPV is the one exception but it is not particularly significant. As previously observed in the other examples, the solid line here denoting elderly consumers climbs significantly from the level of low income to that of high income. On the other hand, ratings for young customers seem to be comparable for both levels of income. The significance of upscale hotels to the relevant peer group may help to explain this. Since staying in a luxury hotel is not often regarded with such high regard by their age group, young customers may not anticipate receiving a lot of social approbation when they tell their friends about it. The same is true for those with low incomes, but the inverse is true for those with high incomes who interact with individuals who are more inclined to value upscale hotels. In summary, it can be said that there are and are rather substantial distinctions among the consumer categories. The evaluation's results are still largely favourable for all groups, though, and the gaps are not very wide. Therefore, young customers with a specific level of education who could visit in the future have a great chance of becoming a suitable target group. As a result, management of luxury hotels could also attempt to draw in young customers, for instance, by using targeted advertising campaigns or exclusive deals.

CONCLUSION

Due to the ever-evolving needs of consumers in the modern economy, brand managers must create unforgettable multisensory experiences in order to improve the business's interaction with its clients. Given this, the current study's objectives were to first ascertain how an experiential marketing strategy that appeals to all five senses affects consumers' perceptions of brand strength and value, and then to confirm any potential discrepancies in how different consumer groups are viewed. The luxury hotel sector, which has a great potential to offer a variety of services that result in good visitor experiences, received particular attention. In order to execute a multimodal marketing strategy, luxury hotels consistently arouse each of their customers' five senses while they are there. The use of appropriate colours, flavours, textures, fragrances, or music are only a few examples of the stimuli that might be established. Effectively controlling the strength and volume of the senses is essential to creating a full brand experience in order to avoid sensory overstimulation and information overload.

Our study's empirical results corroborate the notion that, especially in the luxury hotel sector, a well-thought-out multimodal marketing approach has a great deal enormous opportunity to create an unforgettable brand experience that boosts the perceived worth and strength of the brand among consumers. The findings demonstrate how several aspects of consumer perceived value, deliberately stimulating the senses as part of an experiential marketing strategy might

affect factors including perceptions of personal, social, utilitarian, and economical values. Furthermore, it has been demonstrated that the integration of these diverse assessments leads to a favourable brand strength that influences consumers' emotional, cognitive, and conative reactions to the brand. Therefore, in order to effectively set themselves apart from their rivals, company managers have to focus on a multimodal experience plan that enhances the consumer's perception of value and cultivates a positive relationship between the company and its customers. As demonstrated according to our research, marketing managers who wish to carry out and oversee these projects successfully are thus encouraged to employ the quantitative measurement tools required for marketing research. Furthermore, it may be helpful to distinguish between various age and economic groups when examining how luxury hotels are perceived. Significant differences were found using the two-way ANOVA, which provides further information about the attitudes of various customer groups and, consequently, how to better appeal to them.

The real population staying at luxury hotels should be included in future studies to fully explore the possibilities of an experiential marketing strategy. This will allow for the identification of all the brand experience factors that contribute to a favourable customer-brand connection, as the study's sample serves as a preliminary verification of the suggested model. Furthermore, a crucial topic for future study is how to

better understand these connections between fundamental and value expectations unique to brand experiences in order to create a multimodal marketing strategy campaign that shows promise. In light of this, additional observational and to investigate, the effects of various combinations of sensory stimuli, for instance, experimental study is necessary (for example, certain hues, forms, visuals, sounds, smells, flavours, textures, and materials) and how they affect consumer value perceptions, resulting in strong brand strength.

In light of this, and in order to generalise the study's conclusions, the constructs and relationships found need be further verified across various service sectors and in connection to particular brands. Additionally, identifying consumer Cultural differences and demography can offer valuable insights and consequences for an effective branding strategy. Additionally, given that the research approach of the current study focusses on consumers' explicit (conscious) responses a mixed qualitative–quantitative strategy that takes into account both explicit (conscious) and implicit (unconscious) elements may provide more insightful information on customer awareness and perception in relation to multisensory marketing and brand experience.

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